

# THEATRE DISTRICT

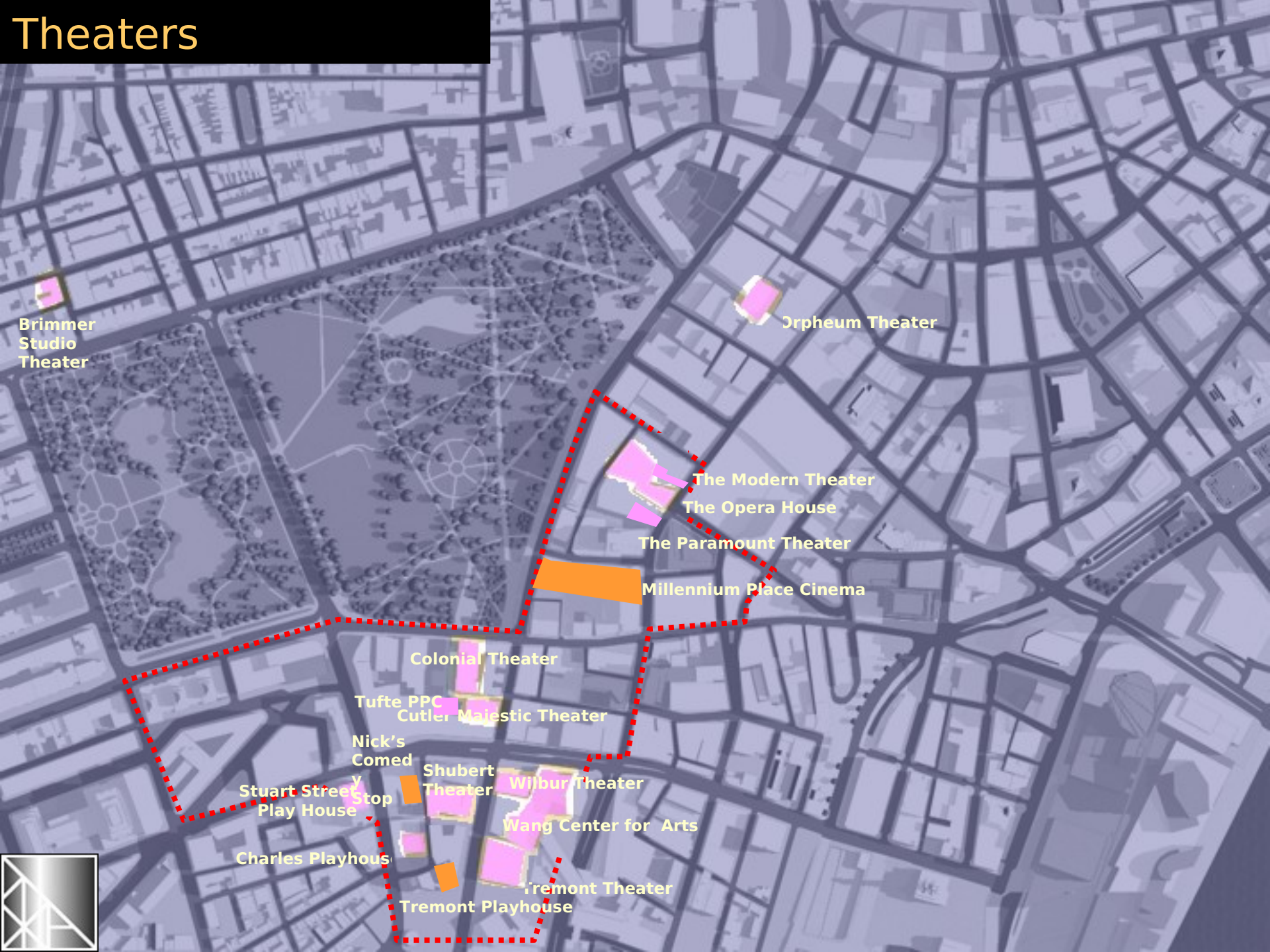


**Steinert Hall circa 1895**

Copyright 1999 M. Steinert & Sons.



# Theaters



# Theaters

<u>Name</u>	<u>Seats</u>
Charles Playhouse	525
Colonial Theater	1700
Cutler Majestic Theater	1200
Tufte PPC Theater 1	210
Tufte PPC Theater 2	130
Modern Theater	800
Opera House	2400
Paramount Theater	700
Shubert Theater	1600
Stuart Street Playhouse	
Main Theater	443
2 <sup>nd</sup> Stage	199
Tremont Theater	200
Wang Theater	3700
Wilbur Theater	1200

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<b>Total</b>	<b>15,007</b>
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# Neighboring Districts

The Downtown Crossing Shopping District encompasses over **450 stores attracting more than 100,000 visitors a day.**

Back Bay is one of the busiest retail sections of Boston, with a thriving commercial center along Boylston and Newbury Streets, as well as the nearby Prudential Center and Copley Place

Bay Village is a small historic neighborhood in downtown which consists of 6 square blocks, and approximately 700 residents.

Chinatown is home to Boston's largest Chinese community, in a unique mix of residences and family owned and operated businesses.



## Downtown Crossing

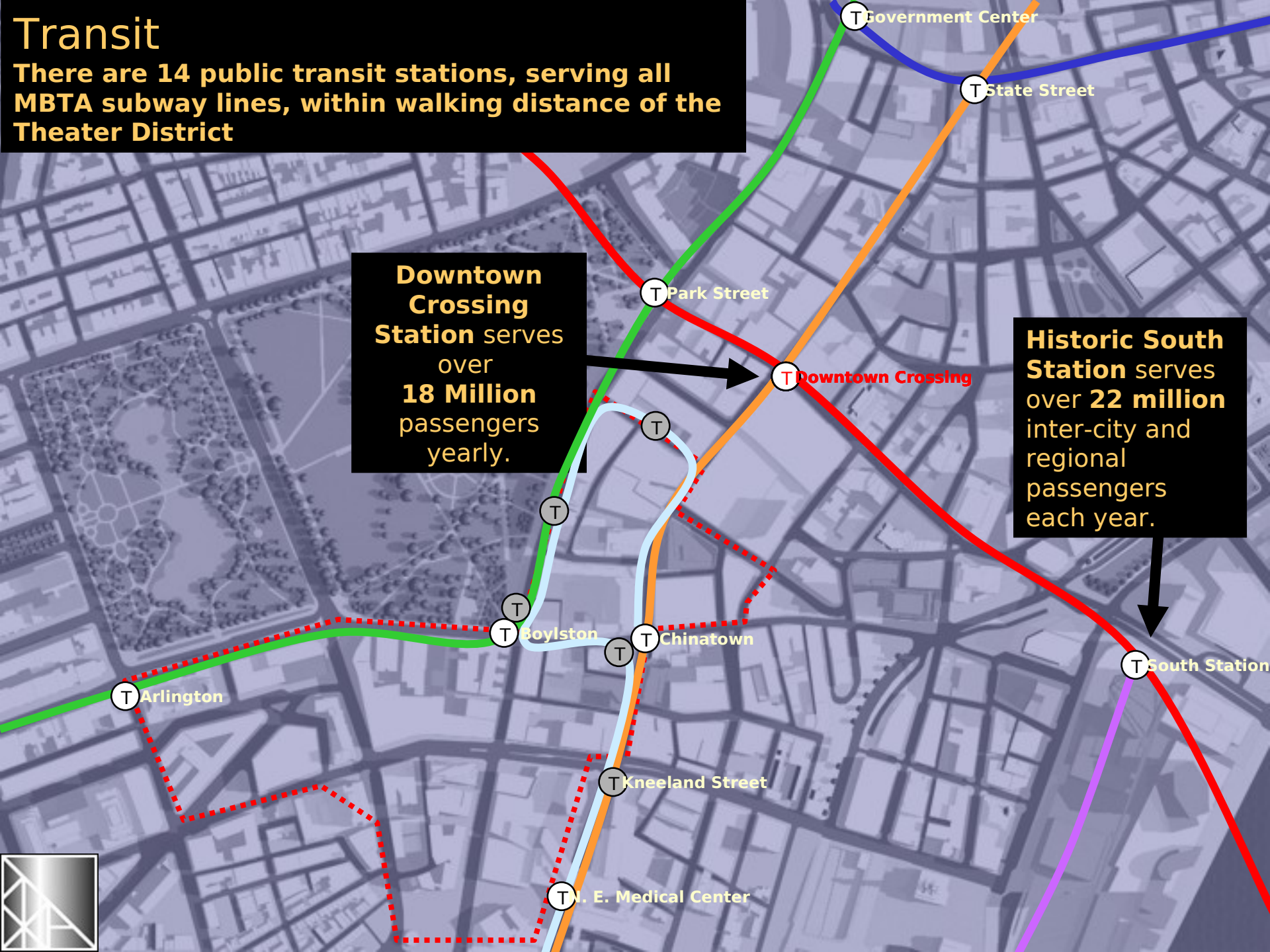
## Chinatown

## Back Bay/ Bay Village



# Transit

There are 14 public transit stations, serving all MBTA subway lines, within walking distance of the Theater District



**Downtown Crossing Station** serves over **18 Million** passengers yearly.

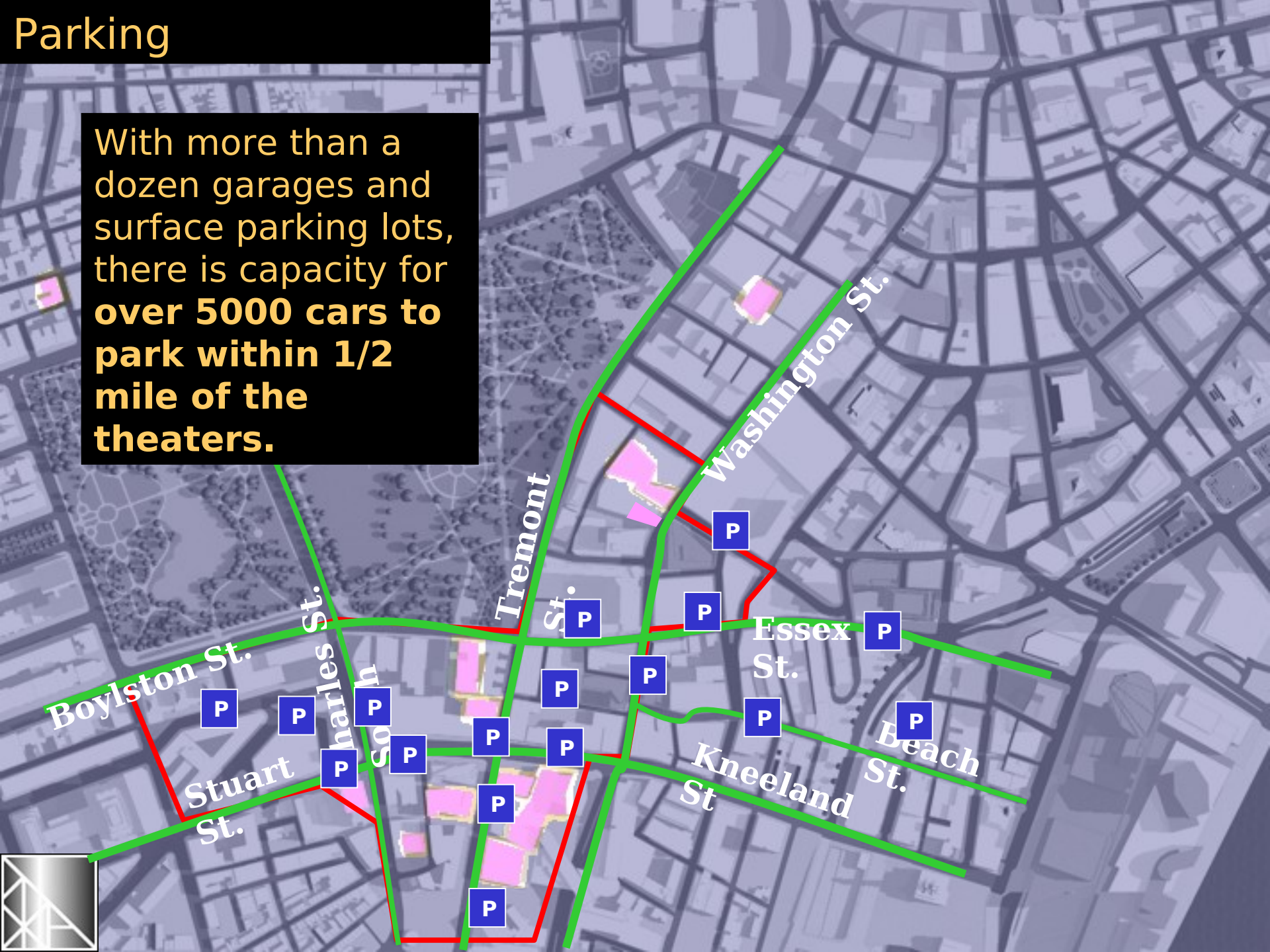
**Historic South Station** serves over **22 million** inter-city and regional passengers each year.





# Parking

With more than a dozen garages and surface parking lots, there is capacity for **over 5000 cars to park within 1/2 mile of the theaters.**



# Hotels

There are 15 hotels with **4,623 rooms** within a half-mile radius of the Theater District.





# Housing

## Existing Dwelling units

1/4 mile - 1738 d.u.

1/2 mile - **6227 d.u.**

## persons

planned or under construction in and around the Theater District.

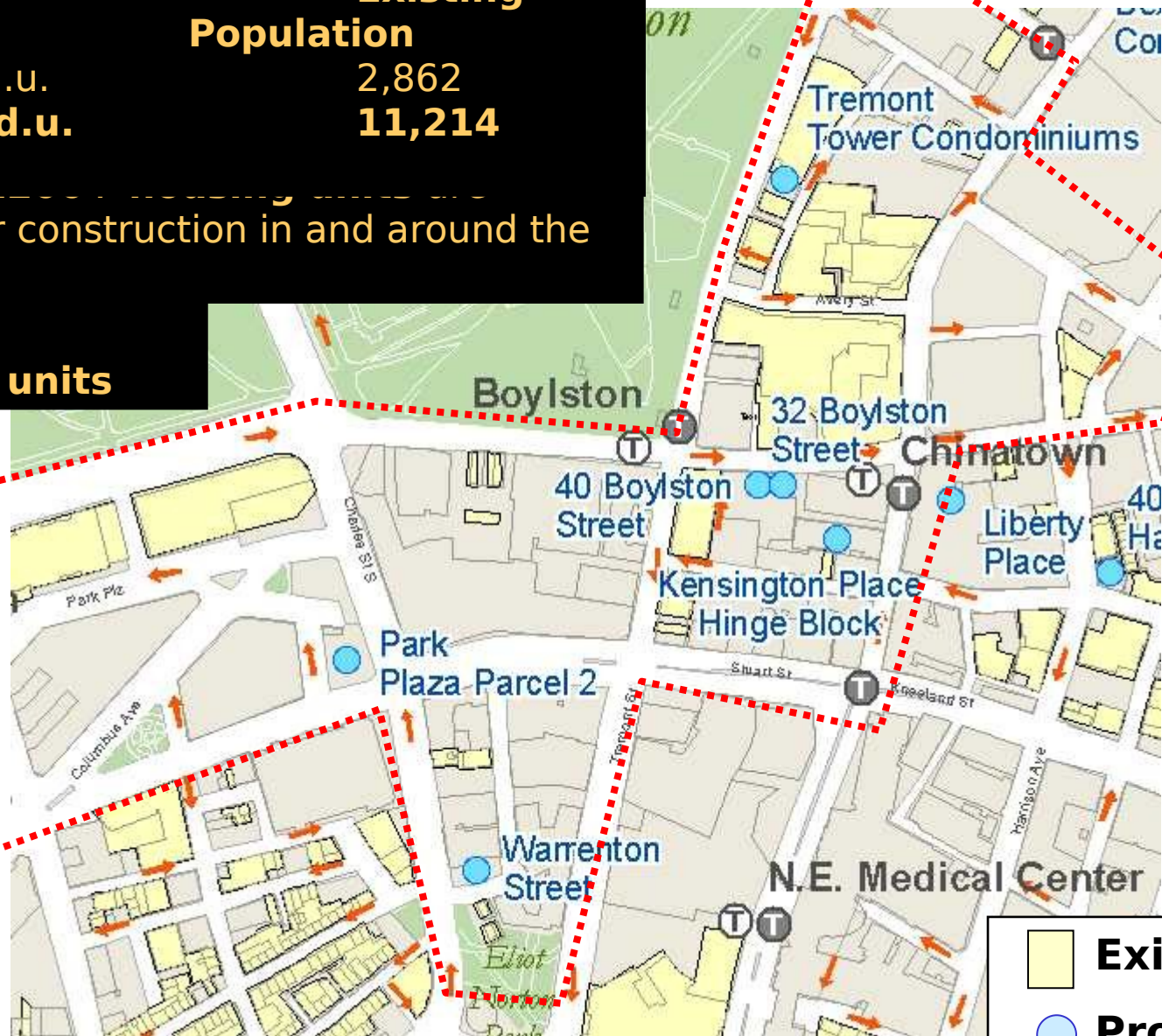
1200 planned

**7427 dwelling units**

## Existing Population

2,862

**11,214**



Existing  
Proposed



# Housing and Students



## Emerson College

**Undergrad enrollment:**  
**2949**

**Grad School enrollment:**  
**927**

**Cont. Ed: 463**

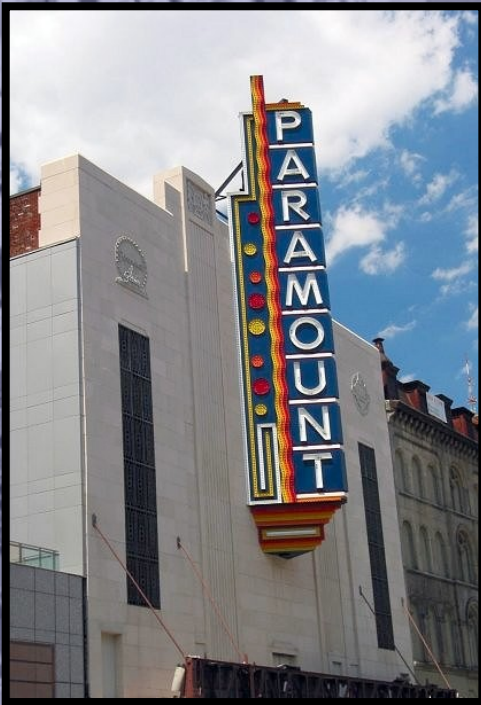
**Current employees/faculty:**  
**682**

## Students housing:

80 Boylston Street: **750**.  
In 2006, 150 Boylston Street: **564**

**1,314 living in dorms on  
Boylston Street in 2006**





## Emerson College

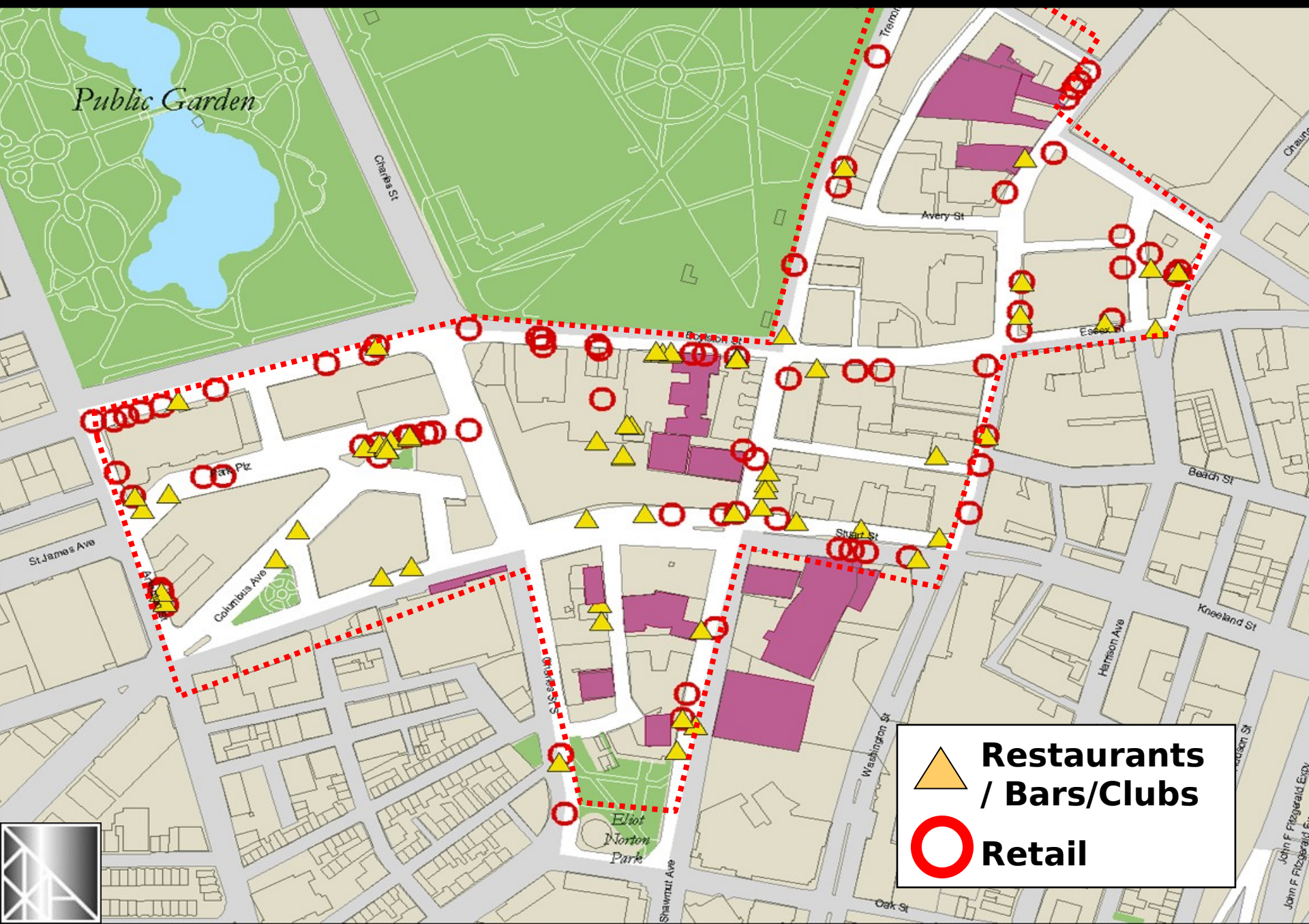
### PARAMOUNT CENTER BUILDING PROGRAM

- Estimate project cost: \$70 million
- Total project size: 145,000 sq ft
- 2 theaters –
  - Main Stage – 450 seats
  - Black Box– 125 seats
- Support Spaces
- Scene Shop
- Residence Hall for 250 students
- Restaurant
- Expected completion: Fall 2022



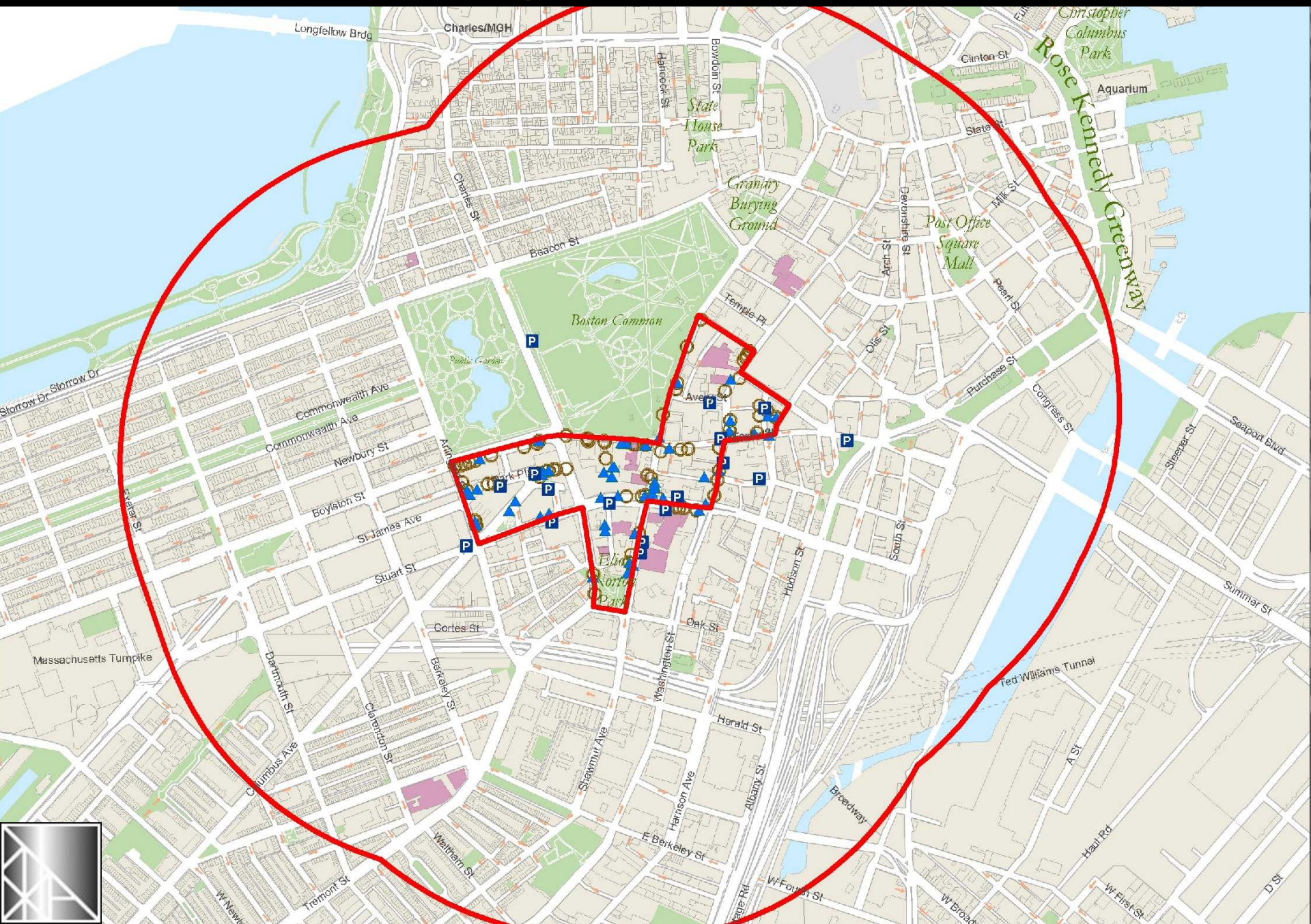


# Theaters, Bars, Restaurants and Retail





# A half mile from the edges





# Boston's Theater District Improvement Plan

Create a unique identity for the  
Theater District through  
banners  
wayfinding/signage  
graphics/print materials



## Identify...



**what district you are in.**

**what attractions are nearby.**

**where surrounding districts are.**

**what street you are on.**

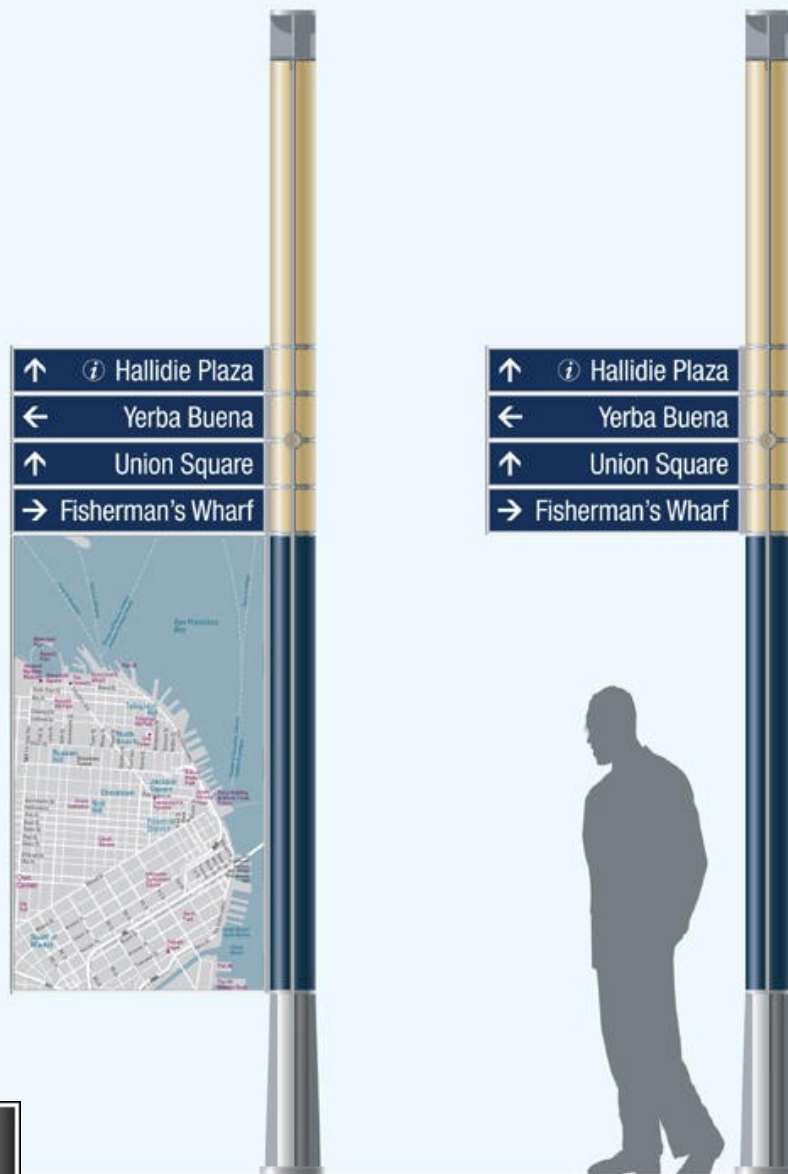




# Identity - Wayfinding



# Identity - Wayfinding





# Case Study - Chicago



# Case Study - Chicago

## Theater Marquees



### Theater Marquees

- Canopies and vertical marquees are proposed at the Palace Theater, and Oriental Theater, and the Goodman Theatre
- A canopy is proposed for the Bismarck Hotel
- Marquees are encouraged at Block 37

## Kiosks



### Kiosk

- Kiosk design with key map of downtown and current theatre information is proposed in conjunction with the signal boxed
- Continuation of cultural walk is encouraged

## Special Elements



### Special Elements

- Benton Place and Couch Place are encouraged to have special lighting
- Median design in State Street should be considered to strengthen the center of the district
- Theater District identifier located at special locations to be lit at night.

*Chicago Department of Transportation  
Consoer Townsend Envirodyne Engineers, Inc.  
Skidmore, Owings & Merrill LLP  
Daniel P. Coffey & Assoc.*



# Case Study - Chicago

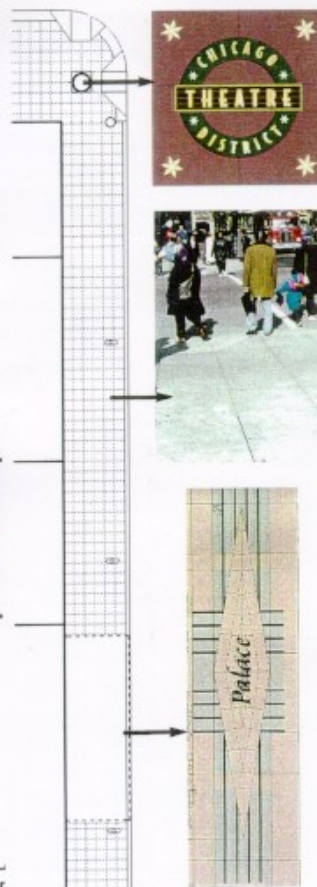
## Street Lights



### Street Lights

- Extended loop light with banners
- Spacing  $\pm 55'$
- Special district identifiers proposed for end lights at each block.
- Special theater banners proposed for mid-block street lights

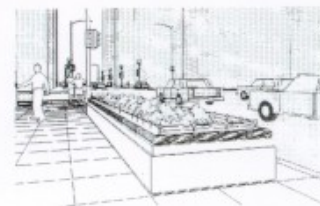
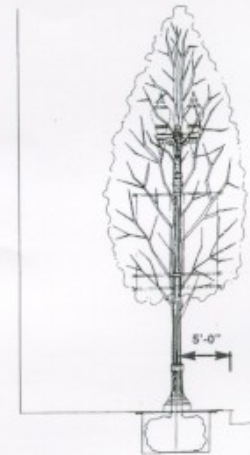
## Sidewalks



### Sidewalks

- Replaced where necessary
- Limestone colored, poured in place concrete
- 2'6" x 2'6" saw-cut scoring
- Special theater paving at marquees
- Special corner treatments - bronze medallions

## Landscaping



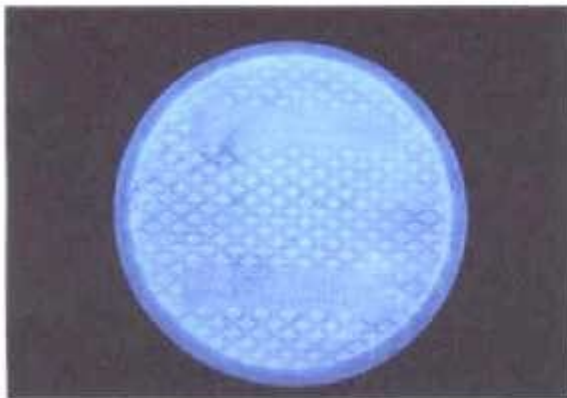
### Street Trees

- Where possible street trees should be added
- 5' x 5' metal tree grates
- Tree types to vary
- Above grade planters should be used where tree grates are not possible

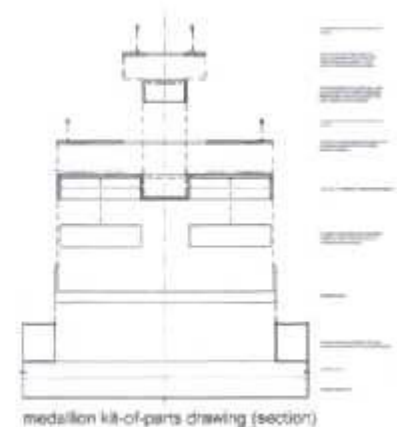
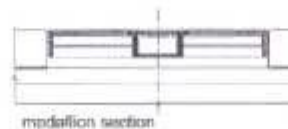


# Improvements - Past Plans

In 1999 Kennedy & Violich Architecture proposed several streetscape improvements including building illumination, LED Illuminator medallion manhole plaques, and concentrated tree plantings.



**Manhole plaque**  
manhole cover with LED Illuminator Medallion; LED / PV cell cast in clear resin by Photon Technologies.





## Phase 1

Banners

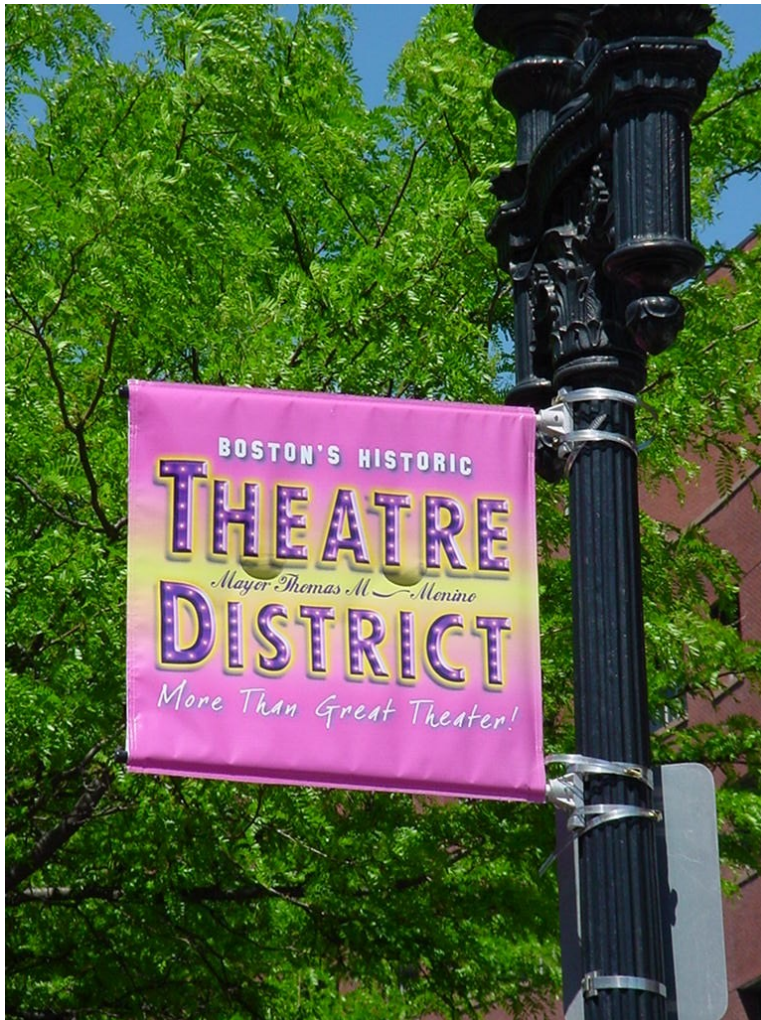
Project Place

Wall Maps

Print  
Materials



# Improvements - Phase I





# Improvements - Phase I

## Project Place

Clean Corners...Bright Hopes provides supplemental maintenance services to neighborhoods and business districts throughout Boston.

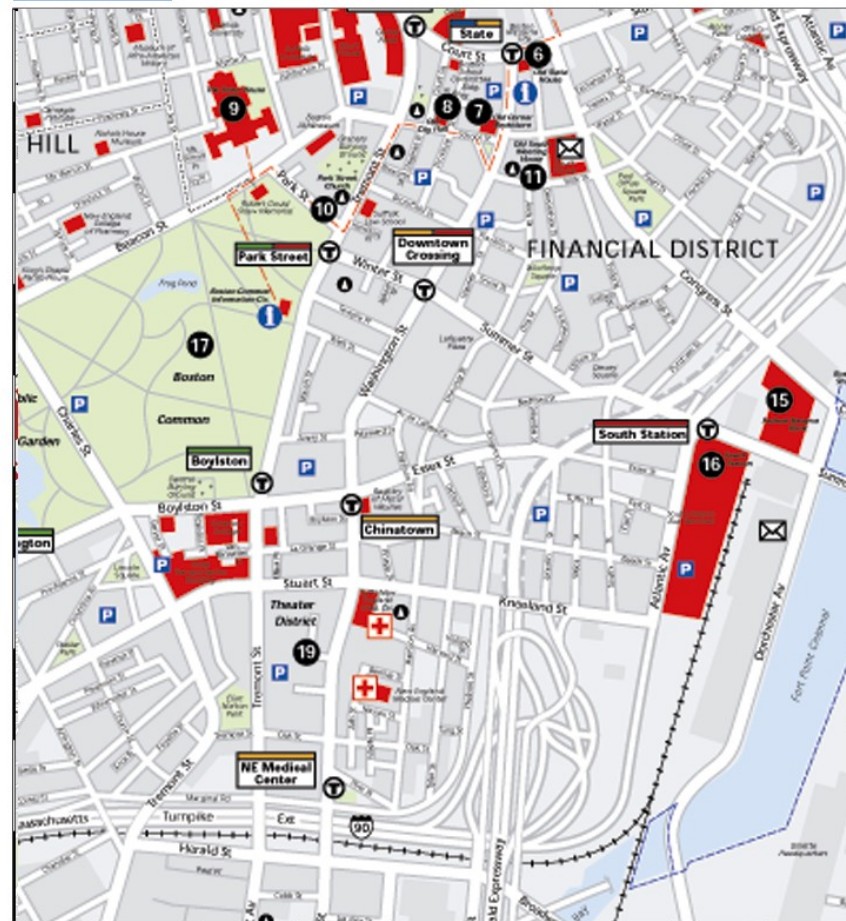
Services include additional trash pick-up, graffiti removal, painting, planting, removal of flyers and/or stickers, and street sweeping.



# Improvements - Phase I



## THEATRE DISTRICT



- 1 U.S.S. Constitution
- 2 North Station
- 3 Quincy Market
- 4 Faneuil Hall
- 5 Boston City Hall
- 6 Old State House
- 7 Old Corner Bookstore
- 8 Old City Hall
- 9 The State House
- 10 Park Street Church
- 11 Old South Meeting House
- 12 World Trade Center
- 13 Boston Children's Museum
- 14 Boston Tea Party Ship & Museum
- 15 Federal Reserve Bank
- 16 South Station
- 17 Boston Common
- 18 Public Garden
- 19 Theater District
- 20 John Hancock Building
- 21 Trinity Church
- 22 Boston Public Library
- 23 Presidential Center & Skywalk
- 24 Symphony Hall
- 25 Museum of Fine Arts
- 26 Freedom Trail
- 27 Black Heritage Trail
- 28 Harbor Walk



- You are here
- Tourist Information
- Post Office
- Police
- Hospital
- Parking
- Place of Worship
- Cemetery
- Wall Automatic Toilet
- Subway, Trolley, Commuter Rail Stops
- Station Stop
- Passenger Rail Line
- Interstate Highway
- U. S. Highway
- State Highway
- Ferry Boats



# Improvements - Phase I



# Theater District

## Phase 1

Banners

Project Place

Wall Maps

Print  
Materials/

Brochures

## Phase 2

\*Banners

\*Project Place

\*Brochures

Identity/Wayfinding

Public Art

Light Fixtures

Crosswalks

Parcel P-7a

Walk of Fame

\*Continues from Phase I





# Theater District - Phase II



# Theater District - Phase II



Public Art





# Theater District - Phase II



# Theater District - Street Light Upgrades





# Theater District - Phase II



Duratherm Sidewalks



# Theater District - Phase II



Parcel P-7a (pylon parcel)





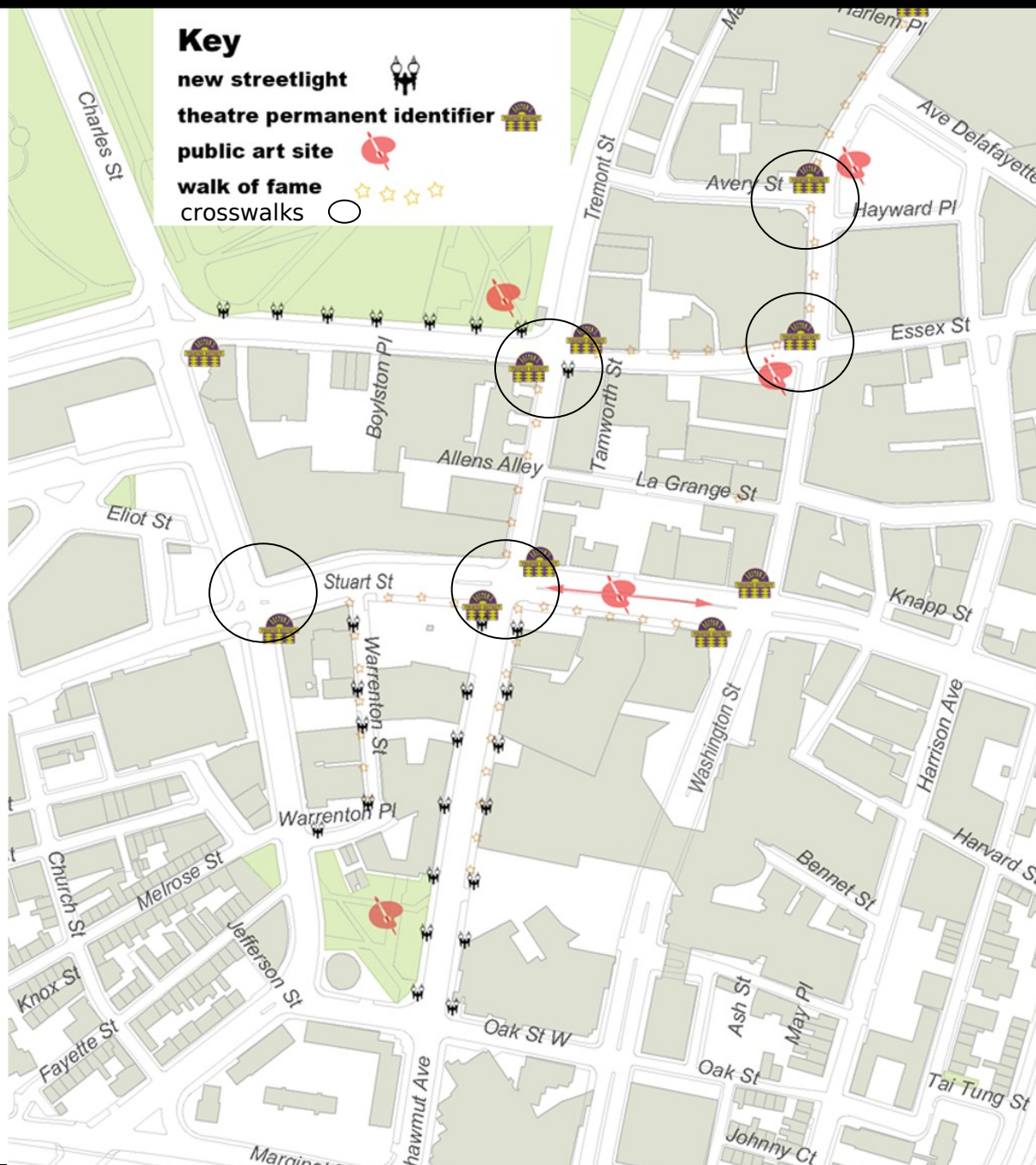
# Theater District - Phase II



Parcel P-7a selected proposal



# Theater District





# Theater District





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**Steinert Hall circa 1895**

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